

ABSTRACT

Thermal transfer recording media which make it possible to provide a highly sharpness and clear image even in case of printing on non-coated paper at a high speed and to improve the rub resistance of a printed area after the completion of printing.

The present invention provides a thermal transfer recording medium comprising of a base material and a peel layer including a wax (A) and an ink layer including a styrene resin (B), a binder component (C) and a coloring component (D) laminated successively on the base material, wherein the wax (A) is compatible with the styrene resin (B).

In the present invention, it is preferable that the weight ratio of the styrene resin (B) to the binder component (C) preferably ranges from 10:90 to 50:50.